

Gianluca Flore lands at Burberry as president Americas

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Gianluca Flore joins Burberry from Brioni. Image credit: Burberry

By STAFF REPORTS

British fashion house Burberry has named Gianluca Flore, formerly CEO of Kering's Brioni, as president Americas.

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Mr. Flore left Brioni in February, while the brand was in midst of a transition after creative director Justin O'Shea left his position only six months into holding the job. Mr. Flore began working at Brioni in November 2014, joining from another Kering house, Bottega Veneta ([see story](#)).

Coming to America

While working for Bottega Veneta, Mr. Flore was president Americas and later became the brand's worldwide retail and wholesale director and CEO of Asia Pacific.

Mr. Flore's resume also includes positions at Fendi and La Perla, as head of Americas.

As Burberry's president Americas, Mr. Flore will work from the brand's offices in New York and will report directly to Marco Gobbetti.



Gianluca Flore will help Burberry in further developing its position in the U.S. market. Image courtesy of Burberry

Mr. Flore's position goes into effect July 5, the same day Mr. Gobbetti will take over CEO duties from creative director Christopher Bailey ([see story](#)).

The president Americas position is currently held by Donald Kohler, who will leave Burberry for a new career opportunity July 1.

"I am delighted to announce the appointment of Gianluca Flore as president Americas," Mr. Bailey said in a statement. "Gianluca has extensive luxury experience and his knowledge of the U.S. market will be invaluable as we seek to develop this key region.

"I would like to thank Donald Kohler for the significant contribution he has made to Burberry and wish him every success in the future," he said.

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